

Corporate Social Responsibility (CSR)

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INTRODUCTION

- The Ministry of Corporate Affairs has notified Section 135 and Schedule VII of the Companies Act 2013 as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014 to come into effect from April 1, 2014.
- With effect from April 1, 2014, every company, private limited or public limited, which either has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities.
- However, in determining CSR activities to be undertaken, preference would need to be given to local areas and the areas around where the company operates.
- The concept of CSR rests on the ideology of give and take. Companies take resources in the form of raw materials, human resources etc from the society. By performing the task of CSR activities, the companies are giving something back to the society.

INTRODUCTION :



Activities

- Eradicating extreme hunger & poverty
- Promotion of education
- Promoting gender equality and empowering women
- Reducing child mortality and improving maternal health
- Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases
- Ensuring environment sustainability
- Employment enhancing vocational skills
- Social business projects Etc.

Education

- Support to Technical /Vocational Institutions.
- Financial assistance to Primary, Middle and Higher Secondary Schools.
- Adult literacy amongst those belonging to BPL.
- Awareness Programmes on girl education.
- Counselling of parents
- Special attention on education, training and rehabilitation of mentally & physically challenged children/persons.
- Promotion of Professional Education by setting up educational Institutions offering courses in Engg, Nursing, Management,
- Provide fees for a period of one year or more to the poor and meritorious, preferably girl students to enable them to get uninterrupted education.

Water Supply including Drinking Water

- Installation/Repair of Hand Pumps/Tube Wells.
- Digging/Renovation of Wells.
- Gainful utilization of waste water for Cultivation or any other purpose.
- Development/construction of Water Tank/Ponds.
- Rain water-harvesting scheme.
- Proper availability of drinking water.
- Empowerment to the villagers for maintenance of the above facilities.

Health awareness Camps on

- AIDS TB and Leprosy
- Social evils like alcohol, smoking, drug abuse etc.
- Child and Mother care.
- Diet and Nutrition.
- Blood donation camps.
- Diabetics detection & Hypertension Camps.
- Family Welfare Services.
- Senior Citizen Health Care Wellness Clinics.
- Fully equipped Mobile Medical Vans.
- To supplement the different programme of Local/State Authorities.
- Along with De addiction centres.

Environment

- Organizing sensitizing programmes on Environment Management and Pollution Control.
- Green belt Development.
- A forestation, Social Forestry, Check Dams, Park.
- Restoration of mined out lands.
- Development of jobs related to agro product i.e., Dairy/Poultry/farming and others.
- Plantation of saplings producing fruit.
- Animal care.

Social Empowerment

- Self/Gainful Employment Opportunities – Training of Rural Youth for Self Employment (TRYSEM) on Welding, Fabrication, and other Electronic appliances.
- To provide assistance to villagers having small patch of land to develop mushroom farming, medicinal plants, farming & other cash crops.
- Training may be provided by agricultural experts for above farming.
- Organizing training programmes for women on tailoring Embroidery designs,
- Home Foods/Fast Foods, Pickles, Painting and Interior Decoration and other
- Vocational Courses.
- Care for senior citizens.
- Adoption/construction of Hostels (specially those for SC/ST & girls)
- Village Electricity/Solar Light.

Sports and Culture

- Promotion of sports activities by conducting tournaments like Football, Kabaddi and Hockey, Cricket etc.
- Providing sports materials for Football, Volleyball, Hockey sticks etc. to the young and talented villagers.
- Promotion of State level teams.
- Sponsorship of State Sports events.
- Sponsorship of Cultural event to restore Indian Cultural Traditions and Values.
- Possibility of providing facilities for physically handicapped persons may be explored.
- Registered Clubs/Institutions which promote Sports activities may be granted financial assistance/donations/sponsorship.

Infrastructure Support

- Auditorium,
- Educational Institutions
- Rural Dispensaries
- Bridges, Culverts & Roads,
- Check Dam
- Shopping Complex to facilitate business/self employment for local people
- Community Centre,
- Sulabh Souchalaya,
- Yatri Shed in Bus Stand,
- Burning Ghat/Crematorium
- Development of Park
- Play ground/Sports complex.
- Old Age Home.
- Generate self-employment.

ISSUES OF CSR:

1. The Shrinking Role of Government
2. Demands For Greater Disclosure
3. Increased Customer Interest
4. Growing Investor Pressure
5. Competitive Labour Markets
6. Supplier Relations

CHALLENGES OF CSR:

1. Lack of Community Participation in CSR Activities
2. Need to Build Local Capacities
3. Issues of Transparency
4. Non-availability of Well Organized Non-governmental Organizations
5. Visibility Factor
6. Narrow Perception towards CSR Initiatives
7. Non-availability of Clear CSR Guidelines
8. Lack of Consensus on Implementing CSR Issues

CHALLENGES OF CSR:



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